

Station KOB-TV ALBUQUERQUE, NM.  
Advertiser ( ) DEM. CNG. CMP COMM.  
Product DCCC  
Estimate# 1198  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1198  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) MELISSA PALOMBO  
Salesperson Phone# 215-344-1811  
Salesperson FAX#

— CONTRACT COMMENT —

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE SC=\*

— REMARKS —

\*\*ISSUE TO SHOW SPOT N/A LN 13, LN 25 ADDED AS MKGD\*\*  
TOTAL REMAINS SAME  
PLS. CONF. ASAP  
THANKS  
THERESA

| LT  | Ln  | Day  | Time    | Program                            | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|---------|------------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---  | ---     | -----                              | --- | ---        | -----       | -----      | ---        | ---         | -----      | ---     |
|     | 1   | TU-F | 5A-530A | EYEWITNESS NEWS 4 TODAY            | :30 | \$350.00   | 10/16-10/19 | 1          | 1          | 1           | \$350.00   |         |
|     | 2   | TU-F | 530A-6A | EYEWITNESS NEWS 4 TODAY            | :30 | \$600.00   | 10/16-10/19 | 1          | 1          | 1           | \$600.00   |         |
|     | 3   | SA   | 5A-7A   | SATURDAY TODAY                     | :30 | \$350.00   | 10/20-10/20 | 1          | 1          | 1           | \$350.00   |         |
|     | 4   | TU-F | 6A-7A   | EYEWITNESS NEWS 4 TODAY            | :30 | \$850.00   | 10/16-10/19 | 2          | 1          | 2           | \$1,700.00 |         |
|     | 5   | TU-F | 7A-9A   | TODAY SHOW                         | :30 | \$850.00   | 10/16-10/19 | 2          | 1          | 2           | \$1,700.00 |         |
|     | 6   | M    | 10A-11A | TODAY SHOW 3                       | :30 | \$250.00   | 10/22-10/22 | 1          | 1          | 1           | \$250.00   |         |
|     | 7   | M    | 12P-1P  | EYEWITNESS NEWS 4 @ NOON           | :30 | \$275.00   | 10/22-10/22 | 1          | 1          | 1           | \$275.00   |         |
|     | 8   | TU-F | 4P-5P   | JUDGE JUDY                         | :30 | \$400.00   | 10/16-10/19 | 1          | 1          | 1           | \$400.00   |         |
|     | 9   | TU-F | 5P-530P | EYEWITNESS NEWS @ 5PM              | :30 | \$850.00   | 10/16-10/19 | 2          | 1          | 2           | \$1,700.00 |         |
|     | 10  | TU-F | 6P-631P | EYEWITNESS NEWS @ 6PM              | :30 | \$1,100.00 | 10/16-10/19 | 2          | 1          | 2           | \$2,200.00 |         |
|     | 11  | SU   | 430P-5P | EYEWITNESS NEWS AIRS SUN 430-5P SE | :30 | \$550.00   | 10/21-10/21 | 1          | 1          | 1           | \$550.00   |         |

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Estimate# 1198 Agency C/P1/P2/E 11/14/1198 Salesperson Phone# 215-344-1811

Buyer Maura Gilroy Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX#

Phone# Hiatus Weeks

| LT | Ln  | Day  | Time        | Program                           | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|------|-------------|-----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 12  | M    | 9P-10P      | ROCK CENTER W/WILLIAMS            | :30 | \$1,200.00 | 10/22-10/22 | 1          | 1          | 1           | \$1,200.00 |         |
|    | *13 | TH   | 7P-8P       | COMMUNITY/PARK & RECREATION       | :30 | \$1,200.00 | 10/18-10/18 | 0          | 0          | 0           | \$0.00     |         |
|    |     |      |             | Buyline Comment: SPOT N/A         |     |            |             |            |            |             |            |         |
|    |     |      |             | Sales Remark: V3 SPOT N/A         |     |            |             |            |            |             |            |         |
|    |     |      |             | V3 More than 2 codes changed      |     |            |             |            |            |             |            |         |
|    | 14  | F    | 8P-9P       | GRIMM                             | :30 | \$1,100.00 | 10/19-10/19 | 1          | 1          | 1           | \$1,100.00 |         |
|    | 15  | F    | 9P-10P      | DATELINE NBC                      | :30 | \$1,100.00 | 10/19-10/19 | 1          | 1          | 1           | \$1,100.00 |         |
|    | 16  | SA   | 9P-10P      | LAW & ORDER: SVU                  | :30 | \$800.00   | 10/20-10/20 | 1          | 1          | 1           | \$800.00   |         |
|    | 17  | SU   | 630P-930P   | SUN NT FB: PITT @ CIN             | :30 | \$2,700.00 | 10/21-10/21 | 1          | 1          | 1           | \$2,700.00 |         |
|    | 18  | TU-F | 10P-1035P   | EYEWITNESS NEWS @ 10PM NM GAMEDAY | :30 | \$1,400.00 | 10/16-10/19 | 2          | 1          | 2           | \$2,800.00 |         |
|    | 19  | TU-F | 1035P-1135P | TONIGHT SHOW WITH JAY LENO        | :30 | \$500.00   | 10/16-10/19 | 2          | 1          | 2           | \$1,000.00 |         |
|    | 20  | SA   | 1035P-1205A | SAT. NIGHT LIVE                   | :30 | \$700.00   | 10/20-10/20 | 1          | 1          | 1           | \$700.00   |         |
|    | 21  | SU   | 1105P-1205A | ACCESS HOLLYWOOD WK               | :30 | \$300.00   | 10/21-10/21 | 1          | 1          | 1           | \$300.00   |         |
|    | 22  | M    | 5P-530P     | EYEWITNESS NEWS @ 5PM             | :30 | \$850.00   | 10/22-10/22 | 1          | 1          | 1           | \$850.00   |         |
|    | 23  | M    | 6P-631P     | EYEWITNESS NEWS @ 6PM             | :30 | \$1,100.00 | 10/22-10/22 | 1          | 1          | 1           | \$1,100.00 |         |
|    | 24  | M    | 10P-1035P   | EYEWITNESS NEWS @ 10PM NM GAMEDAY | :30 | \$1,400.00 | 10/22-10/22 | 1          | 1          | 1           | \$1,400.00 |         |

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|--|-----|------|-------|--|------|------------|-------------|------------|------------|-------------|------------|---------|
| ---                                      | --- | ---- | ----- | -----  | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|  | *25 | TH   | 8P-9P | Buyline Comment: OFFICE/PARKS<br>MKGD FOR SPOT N/A LN 13 | :30  | \$1,200.00 | 10/18-10/18 | 1          | 1          | 1           | \$1,200.00 |         |
| Sales Remark: V3 MKGD FOR SPOT N/A LN 13 |     |      |       |  |      |            |             |            |            |             |            |         |
| V3 Added                                 |     |      |       |  |      |            |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 30 / \$26,325.00

---SALES MONTHLY TOTALS---

Oct 12: 30 / \$26,325.00

Sales Totals: 30 / \$26,325.00

Station Totals: 30 / \$26,325.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |         |          |         |         |          |
|---------------|-----------|---------|----------|---------|---------|----------|
| Market Totals | \$132,955 | CABL 0% | KASA 11% | KASY 0% | KLUZ 0% | KOAT 35% |
|               |           | KOB 19% | KRQE 33% | KTEL 0% | KWBQ 0% |          |

---COMPETITIVE COMMENTS---

SHARES ESTIMATED.

Books null  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK ---

CASH IN ADVANCE